

FOR IMMEDIATE RELEASE
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Greenfield to Celebrate Día de los Muertos

A Day of the Dead Festival in South Monterey County.

Día de Los Muertos, November 2, 2018

The Greenfield Cultural Arts Center is hosting Greenfield's annual Day of the Dead Festival on November 2nd, 2018, 5:00 – 8:00 PM. Día de Los Muertos (Day of the Dead) is a celebration of the Hispanic heritage honoring loved ones who have passed away. The free event will be held at Greenfield Cultural Arts Center, 215 El Camino Real, Greenfield.

First Night Monterey Executive Director Ellen Martin: "This is our third Día de Los Muertos at the Arts Center, and we hope that the community will come out and celebrate this wonderful tradition." Music, art, dance and food and activities will include face painting, folkloric dance, mariachi, food, and drinks. The festival will celebrate Día de Los Muertos tradition with a display of altars to honor those who have passed, artwork by local Greenfield students and folkloric dance. The public is welcome to come dressed in the spirit of Día de Los Muertos and a costume contest will be held with prizes.

"La Llorona" (Lit. "The Weeping Woman") is a Mexican folk song that originated in the Isthmus of Tehuantepec, Mexico. The origin of the song is obscure, but around the 1940's composer Andres Henestrosa popularized the song and May have added the existing verses. Costa Rican-born Mexican singer Chavela Vargas solidified the song into the Mexican identity internationally and was also said to have performed the folklore tune to her close friend Frida Kahlo. Greenfield's Folklorico Dancer Pilar Mendoza collaborates with song performer Carlos F. Villagomez in their own adaptation of the song with a contemporary and expressive dance choreographed by Ms. Mendoza whilst mirroring the traditional folkloric movements. Mr. Villagomez channels the depths and emotions of the song through a soft and lyrical sound of the previous golden Mexican ages, inspired by Pedro Infante and Javier Solis. Together with the combination of dance and music, Ms. Mendoza and Mr. Villagomez conjure the meaning of the song that speaks of beauty, remorse and lament to lost love, dreams and even death.

The Day of the Dead celebration is based on the belief that the souls of the ones gone can come back to this world on these days. The Altars are the most prominent feature in the celebration because they show the souls the way to their home. Altars make the souls (*animas*) feel welcomed and show them they have not been forgotten.

Visit our website www.greenfieldartscenter.org for more information on how to be involved. For photos or sponsorship information contact Ellen Martin, ellen@firstnightmonterey.org

Day of the Dead 2018

5:00-5:30 Face Painting, Art Activities
5:30-5:45 Folkloric Dance
6:00-6:15 Pilar Mendoza Dances
6:15-6:45 Art, Food, Music!
6:45-7:00 Folkloric Dance
7:00-7:15 Costume Contest
7:15-7:45 Carlos Villagomez with Pilar Mendoza, "La-Llorona"



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